CIGARETTE ALLOCATION WORKSHEET

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(PM	Share)	x	(P. Valu	linear	£t.	allocation)	=	PM	Р.	Valu
/B&W	Sharel	X	(P. Valu	linear	ft.	allocation	7.3	BEM	р.	valu
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08/28/95

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TOBACCO - BRANDED SEGMENT 34% - HG DEFENSE COMMISSARY AGENCY PLANOGRAM

51850 3912

DeCA SOUTHERN REGION SPECIFIC PLANOGRAM

TOBACCO - PRICE VALUE SEGMENT 66% - HQ DEFENSE COMMISSARY AGENCY PLANOGRAM

RU REYNOLES	shown & Williamson	PHILIP MORRIS	LI 66ETT 6
RJ REYNOLDS	efición é nilliamson	PHILIP MORRIS	LIBBETT &
RJ REYNOLDS	ERONN & WILLIAMSON	PHILIP MORRIS	LIBBETT E.
aj repo dlos	BROWN & WILLIAMSON	PHILIP MORRIS	LIGOETT &
AJ REYNOLDS	8 FON N & NILLIANSON	PHILIP MORRIS	LOALLARD
	El	une Cepitan	······································
Traffic HO DEFENSE COUNTSSARY AGENCY/BOMP ELAIM SI REVNOLES SEE BROWN & WILLIAMSON 24% LIGGETT & HYERS 16%; LORILARD 1%.	e capitand and stacey klellesy; Hillip Horris 29%	IK .	Paga

RSR-36%

TOBACCO - BRANDED SEGMENT 57% - HQ			
PHILIP MORRIS	AJ REYNOLDS	LORILAGO	BROWN & HORNALLIN
FHILIP WORRIS	fij reynolds	LORILAGO	PROWN G
PHILIP MORAIS	AJ REYNOLOS	LORILARD	SEDWIN S.
PHILIP WORRIS	aj reynolos	LORIZLARO	WILLTANSON 6
PHILIP MORRIS	aj reynolds	LIBOETT S. MYERS	BRIONIN & ZLETANSON
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08/14/95 1: 67PM	Traffic	HG DEFENS BJ REYNOL LIGGETY &

DeCA NORTHEAST REGION SPECIFIC PLANOGRAM

51850 3914

TOBACCO - PRICE VALUE SEGMENT 43% - HQ DEFENSE COMMISSARY AGENCY PLANOGRAM

·			LIGGETT
RJ REYNOLDS	BROWN & WILLIAMSON	PHILIP MORRIS	LIBBETT & WYENS
AJ REYNOLDS	BROWN & WILLIAMSON	PHILIP HORAIS	SKEAM THESELT
RJ REYNOLDS	BROWN & WILLIAMSON	PHILIP MORRIS	LIGGETT &
RJ REYNOLDS	BROWN & WILLIAMSON	PHILIP MORRIES	i s

RJR-20%

Deca CENTRAL REGION SPECIFIC PLANOGRAM

TOBACCO - BRANDED SEGMENT 36% - HQ DEFENSE COMMISSARY AGENCY PLANOGRAM

PHILIP WORRIS	AJ REYNOLDS	CONTITOR	6RON WILLI	
PHILIP HORRIS	AJ REYNOLDS	LORILARD	BROW	urson
PHOLEP MORRES	rj reynolds	LORILARO	SAOM MILL I	n e Jeson
PHILIP MORRIS	RJ REYNOLDS	LORILLARD	Liberty o	WILLTANSON
 PHILIP MORRIS	RJ REYNOLDS	LORI	ILARD	MAIL TANSON
	 Elaine Cap			

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TOBACCO - F					NOGRAM	
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AJ I	REYNOLOS	į	eroin & Williamson	PHILIP HORRIS	LIBSETT & NYERS	
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RJ :	REYNOLOS		RROW & WILL TANSON	PHILTP MOGATA	LIGGETT &	
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AJ S	REYNOLDS		ADMITTING S MORE	PHALIP HORRIS		
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Traffic Hg DEF	William Balantaning	ADDRESS / POLICE OF	VATUE CASTELLA AUGUSTACEV	K. ET LEGUTY		Page
	AJ AJ	TOBACCO - PRICE VALUE AJ REYNOLDS AJ REYNOLDS AJ REYNOLDS AJ REYNOLDS	RU REYNOLDS RU REYNOLDS RU REYNOLDS RU REYNOLDS	TOBACCO - PRICE VALUE SEGMENT 64% - HQ DEFENSE BROWN & WILLIAMSON BLI REYNOLDS BROWN & WILLIAMSON	RU REYNOLDS BROWN & WILLIAMSON PHILIP MORRIS RU REYNOLDS BROWN & MILLIAMSON PHILIP MORRIS RU REYNOLDS BROWN & WILLIAMSON PHILIP MORRIS	DECA CENTRAL REGION SPECIFIC PLANOGRAM TOBACCO - PRICE VALUE SEGNENT 64% - HQ DEFENSE COMMISSARY AGENCY PLANOGRAM FULLIP MORRIS FULLIP MORRIS FULLIP MORRIS LIGHTI & MYESS RJ REYMOLDS FROM & MILLIAMSON FULLIP MORRIS LIGHTI & MYESS AJ REYMOLDS FROM & MILLIAMSON FULLIP MORRIS LIGHTI & MYESS AJ REYMOLDS FROM & MILLIAMSON FULLIP MORRIS LIGHTI & MYESS AJ REYMOLDS FROM & MILLIAMSON FULLIP MORRIS LIGHTI & MYESS AJ REYMOLDS FROM & MILLIAMSON FULLIP MORRIS LIGHTI & MYESS AJ REYMOLDS FROM & MILLIAMSON FULLIP MORRIS LIGHTI & MYESS AJ REYMOLDS FROM & MILLIAMSON FULLIP MORRIS LIGHTI & MYESS AJ REYMOLDS FROM & MILLIAMSON FULLIP MORRIS LIGHTI & MYESS AJ REYMOLDS FROM & MILLIAMSON FULLIP MORRIS LIGHTI & MYESS AJ REYMOLDS FROM & MILLIAMSON FULLIP MORRIS LIGHTI & MYESS AJ REYMOLDS FROM & MILLIAMSON FULLIP MORRIS LIGHTI & MYESS AJ REYMOLDS FROM & MILLIAMSON FULLIP MORRIS LIGHTI & MYESS AJ REYMOLDS FROM & MILLIAMSON FULLIP MORRIS LIGHTI & MYESS AJ REYMOLDS AJ REYMOLDS FROM & MILLIAMSON FROM & MILLIAMSON

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PHILIP HORRIS		fij reynolos		LORILAND	BROWN & WILLIAMSON
PHILIP MORRIS		AJ REYNOLOS		LORILARO	BROWN S WILLIAMSON
PHILIP MORRIS		RJ REYNOLDS		LORILARD	a more Moznatlich
PHOLIP MORRIS		RJ REYNOLDS		LIGGETT &	Brown & Williamson
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TOBACCO - PRICE \	ALUE SEGMENT 64	% - HG DEFENSE COM	MISSARY AGENCY	PLANOGRAM
				-
RJ REYNOLDS		erown & Millianson	PHILIP HORRIS	LIEBETT & MYERS
RJ REYNOLDS		BROWN & WILLIAMSON	PHILIP MOGRIS	LISGETT & MYERS
RJ REYNOLDS		erown & Williamson	PHILIP MORRIS	LISSETT & MYERS
RJ REYNOLOS		BROWN & WILLIAMSON	PHILIP MORRIS	LISSETT & NYERS
aj reynolos	BROWN & MILLIAMSON	PHILIP HORAIS	LIGGETT & NYE	HOT
		·-	Elavie Cox	

RGR-37%

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DeCA SOUTHWEST REGION SPECIFIC PLANOGRAM

TOBACCO - BRANDED SEGMENT 45% - HQ DEFENSE COMMISSARY AGENCY PLANDGRAM

PHILIP WORRIS		RJ REYNOLDS		ì		BROWN & LLIAMBON
PHILIP MORRIS		ru reynolds	LONTLAND	and the control of th	#Z	BROWN & ILYANSON
PHOLIP MORRIS	aj reynolds		LONILAND		BROWN & MILLIAMSON	
PHILIP WORKIS		AJ REYNOLDS	CMYTYMOT	-	¥I	HOMN &
PHILIP MORRIS	***************************************	rj aeykolds	e de dese es a septe ter passée p	LOHILAND		WILLIAMSON
		Elevie				

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DeCA SOUTHWEST REGION SPECIFIC PLANOGRAM

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TOBACCO - PRICE VALUE SEGMENT 55% - HQ DEFENSE COMMISSARY AGENCY PLANOGRAM

RJ REYNOLOS	MOSMAIJIIW 2 NWOFB	PHILIP MORAIS	HYERS HYERS
REYNOLDS	erown & Willyanson	PHILIP MORRIS	LIGGETT 6
RJ REYNCLOS	BROWN S WILLIAMSON	PHILIP MORRIS	LIGGETT & WYCHS
HJ REYNOLDS	BROWN I WILLIAMSON	PHILIP MORRIS	LIGSETT &
RJ REYNOLOS	Brown & Williamson	PHILIP MORAIS	LIGHELL & LIGHELL LOHILAND
RJ REYNOLOS	BROWN & WILLIAMSON	PHILIP MORAIS	LIGSELL & LIGSELL CONICAMO

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TOBACCO -	BRANDED	SEGMENT	97% -	HG	DEFENSE	COMNISSARY	AGENCY	PLANOGRAM

fu reynolds	LORILARD	LYBORTY 6	BROWN & MILLIAMSON
rj reynolds	LORILAR	DICCHN E	
ETTOWNER CH		B 3 C	nn e nilitameon
AJ REYNOLDS		BRC	MEN & MILLIANSON
rj reynolds		eac	un & Williamson
·			<u>.</u>
	RJ REYNOLDS RJ REYNOLDS RJ REYNOLDS	RJ REYNOLGS RJ REYNOLGS RJ REYNOLDS	RU REYNOLOS LORILARO RU REYNOLOS ERC RU REYNOLOS ERC

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DeCA NORTHWEST/PACIFIC RESION SPECIFIC PLANOGRAM

TOBACCO - PRICE VALUE SEGMENT 63% - HQ DEFENSE COMMISSARY AGENCY PLANOGRAM

				
RJ REYNOLOS	Brown & Hilliamson	BHILE	LIGSETT	& MYERS
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aj reynolos	erchn & Milliameon	SI ES	and the control of th	6 MYERS
rj reynolos	BROWN & WILLIAMSON	dille	المراثانين	& HVERS
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ALI REYNOLDS	SROWN & WILLIAMSON	PHILTP MORRIES	LISSETT	I NYERS
THE THE PARTY OF T		m	777777	111111
BJ REYNOLDS	KOZNAJIJIM 2 KOKORB		PHOLIP	LORILLAND
			1171211	27777
	41	aine C	apite	
5 Traffic HQ DEFENSE COM	HISSARY AGENCY/DOMP ELAINE CAPITANO AND STACEY KUELLESV. C. BROWN & WILLIAMSON 50%: PHILIP MOTTED 10%: S 12% LORILARD 1%.	IK		

HAWAII DISTRICT - DeCA NORTHWEST/PACIFIC REGION SPECIFIC PLANOGRAM TOBACCO - BRANDED SEGMENT 72% - HG DEFENSE COMMISSABY AGENCY PLANCGRAM LCRITLARD (.160ET PHILIP MORRIS AJ REYNOLDS BROWN & WILLIAMSON PHILIP MOFAIS RJ REYNOLDS LORILARD BROWN & WILLIAMSON PHILIP MORRIS **BU REYNOLDS** BROWN & WILLIAMSON PHILIP MORRIS AJ REYNOLDS BROWN & WILLIAMSON PHILIP MORRIS RJ REYNOLDS BROWN & WILLIAMSON Elvie Cepitano HO DEFENSE COMMISSARY ASENCY/COMP ELAIRE CAPITAND AND STACEY KJELLESVIK PHILIP MORRIS 51%: AJ REYNOLES 11%: EROKN & WILLIAMSON 34%; LORILARD 3%; LISGETT & MYERS 1%. 08/14/95 1: 30PM Traffic Paga 1

51850 3924 HAWAII DISTRICT - DeCA NORTHWEST/PACIFIC REGION SPECIFIC PLANOGRAM TOBACCO - PRICE VALUE SEGMENT 28% - HQ DEFENSE COMMISSARY AGENCY PLANOGRAM 記録に RJ REYNOLDS PHILIP MORRIS BROWN & WILLYAMSON PHILIP HORRIS BJ REYNOLDS GROWN & HILLTANSON 證 ALI REYMOLDS BROWN & WILLIAMSON PHILIP MORRIS CATLARD RU REYNOLDS PHILIP HORRIS BROWN & WILLIAMSON RU REYNOLDS SROWN & WILLIAMSON PHILIP HORRIS Elaine Capitana

ROR-25%

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HG DEFENSE CONKISSARY AGENCY/DOMP ELAINE CAPITAND AND STACEY KAELLESVIK RU REYNOLDS 2011 BROWN & WILLIAMSON 57%; PHYLIP HORRIS 14%; LIGHETT & MYERS 30%; LORILARD 1%.

BRAND REQUIREMENTS BY REGION INCLUDES AMERICAN BRANDS **CENTRAL REGION**

ID:910-483-0260

·	STORE SIZE 4	STORE SIZE 3	STORE SIZE 2	STORE SIZE 1	
NUMBER OF BRANDS REQUIRED	37	33	28	25	TOTALS
NUMBER OF STORES IN REGION	7	10	5	8	30
TOTAL BRANDS REQUIRED	259	330	140	200	929

MIDWEST REGION

	\$IZE	SIZE	SIZE	SIZE	
	4	3	2	1	
NUMBER OF BRANDS REQUIRED	37	33	27	24	TOTALS
NUMBER OF STORES IN REGION	. 11	2	9	10	32
TOTAL BRANDS REQUIRED	407	66	243	240	956

NORTHEAST REGION

	SIZE	SIZE	SIZE	SIZE	
# Secure And Property of Assessment Control of Control	4	. 3	2	1	
NUMBER OF BRANDS REQUIRED	41	36	34	32	TOTALS
NUMBER OF STORES IN REGION	8	11	6	4	29
TOTAL BRANDS REQUIRED	328	396	204	128	1056

NORTHWEST REGION

	SIZE 4	SIZE 3	SIZE 2	SIZE 1	
NUMBER OF BRANDS REQUIRED	47	44	36	32	TOTALS
NUMBER OF STORES IN REGION	5	6	9	0	20
TOTAL BRANDS REQUIRED	235	264	324	0	823

SOUTHERN REGION

	SIZE	SIZE	SIZE	SIZE	
	4	3	2	1	
NUMBER OF BRANDS REQUIRED	40	36	30	26	TOTALS
NUMBER OF STORES IN REGION	18	7	1	1	27
TOTAL BRANDS REQUIRED	720	252	30	28	1028

SOUTHWEST REGION

51850 3925

	SIZE	SIZE	SIZE	SIZE	
	4	3	2	1	
NUMBER OF BRANDS REQUIRED	41	40	33	30	TOTALS
NUMBER OF STORES IN REGION	8	5	4	5	22
TOTAL BRANDS REQUIRED	328	200	132	150	810

AS INFO - BAT REQUIRES BRAND STOCKAGE to COUNTRY ATA II

CW Source: https://www.industrydocuments.ucsf.edu/docs/ksby0000